



DEPARTMENT OF FISH AND GAME

<http://www.dfg.ca.gov>

License and Revenue Branch
1740 North Market Boulevard
Sacramento, CA 95834
(916) 928-6882
Fax (916) 419-7587

February 05, 2007

Dear License Agent:

RE: New Automated License Data System (ALDS)

The Department of Fish and Game (DFG) is pleased to announce that 2007 will be the year of the much anticipated new licensing system known as the Automated License Data System (ALDS). This effort will include the phasing out of the current paper licenses and the implementation of new set of business rules and requirements for License Agents. The purpose for this letter is to provide you with information you will need to consider and plan for as the project progresses. In addition, this letter requires that you respond to the survey/questionnaire and indicate if you wish to continue to be a license agent under the new ALDS.

Background:

The ALDS is an internet-based computer system, the Point of Sale (POS) equipment consists of a 15" touch screen color monitor with an embedded CPU, a magnetic card reader, a bar code scanner and a direct thermal printer. The ALDS will print licenses instantly on highly durable paper and eliminate the need for pre-printed license inventory. The ALDS provides License Agents unlimited inventory and the ability to sell all recreational items including several items that are only available from DFG offices.

The ALDS is intuitive, using a touch screen monitor and familiar Internet commands to complete a sales transaction. Customer personal data entry will be minimal as most will be entered directly into the system by either swiping the customer's driver license or scanning a prior year ALDS issued license. The ALDS in "real time" will validate the customer, determine what that customer is eligible to purchase, verify prerequisites, and prompt for accompanying items as needed. The ALDS will perform all accounting tasks and produce fiscal reports based on license agent needs. The collection of monies from license buyers, as part of the sales process, will not change. What will change is License Agents will remit license sales revenues to DFG via Electronic Fund Transfers (EFT). License gift vouchers will be offered when complete customer data is not available. The ALDS will also include Internet and Telephone sales channels that will enhance DFG overall sales network.

The DFG will provide License Agents, at no additional cost, initial and on-going training; toll-free access to 24-hour Help Desk; remote equipment diagnostics; one day replacement of failed equipment; all consumables such as license papers and one set of the POS equipment per location. DFG has also arranged for License Agents to purchase or lease additional equipment based on their own business needs.

Status:

The ALDS project is currently in the development phase and is proceeding as planned towards the following milestones:

- Pilot Testing of Point of Sale BeginsAugust 2007
- Deploy POS at License Agent Locations Statewide September – October 2007
- Implementation Phase Ends & Operations Phase Begins December 2007

The ALDS Pilot Testing will include DFG license sales offices and 10-15 representative License Agents to test the POS system to ensure it operates correctly and efficiently.

NEW License Agent Requirements (as of February 2007)

This information is provided for your consideration and for planning purposes. Under ALDS License agents will be required, at their cost, to provide the following:

1. At a minimum, a dedicated telephone line. However, DFG highly recommends broadband connectivity (cable, DSL or Satellite).
2. Counter space of approximately 12" Height x 27" Width x 14" Deep. Note: POS equipment cabling is minimal, however, cabling for Internet connection and a power source must be considered when locating the new system.
3. A bank account for remittance of license sales revenues via EFT to the DFG. EFTs will be processed on a weekly basis. License Agents will be required to provide specific bank account information to the DFG at the time of enrollment. Currently License Agents are required to maintain DFG license sales revenues separate from all other funds.
4. Completion of a new license agent application and license agent contract/agreement.

In addition, License Agents must comply with a new set of business rules such as staff training requirements; input of complete and accurate customer data, collection and input of ancillary information such as surveys and questionnaires; and provide proper safeguards of data for privacy and prevention of identify theft.

Next Steps:

This letter is the first of many contacts DFG will make to License Agents. Your response to the enclosed survey/questionnaire as well as any questions and comments is important to us in our efforts to refine the enrollment process and other items that affect all License Agents. The following is our timeline related to License Agents:

February 22, 2007 – DFG mails announcement and request for License Agent input and indication of intent to continue in the new system (this letter).

March/April 2007 - DFG will finalize license agent requirements and enrollment procedures.

May/July 2007 - DFG will send notice and begin the enrollment process. License Agents will be required to complete a new application and agent contract/agreement and provide bank account information.

September to October 2007

- DFG will provide regional classroom training statewide for License Agents.
- DFG will ship new POS equipment to each License Agent location. Upon receipt, License Agents can install, connect, and activate equipment. All licenses should be sold using the ALDS.
- License agents will immediately complete a final sales report and return all inventory items to the DFG within 10 days from implementation.

November 1, 2007 – ALDS will be fully deployed and current paper license sales will cease.

The DFG will continue to involve and work with you through this on-going process. Your timely response to the attached survey/questionnaire is **required** by close of business **February 28, 2007**. You may return your response by mail, fax or scan and email to the following:

Mail:
License and Revenue Branch
Attention: License Agent Survey
1740 N. Market Boulevard
Sacramento, CA 95834

Fax:
(916) 419-7587

Contact:
Cavi Cavness (916) 928-6882
Email: CCavness@dfg.ca.gov

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard Reyes', with a stylized flourish at the end.

Richard Reyes, Project Manager ALDS
Department of Fish and Game

CALIFORNIA DEPARTMENT OF FISH AND GAME

License Agent Survey / Questionnaire

Due by February 28, 2007



YOUR INPUT IS VERY IMPORTANT TO US!

1. Do you plan to continue as a License Agent under the Automated License Data System (ALDS)?

Yes

No

If not, please explain below:

2. Do you currently have a high speed Internet connection?

Yes

No

2a. Do you intend to obtain a high speed Internet connection prior to implementation of the ALDS? (highly recommended)

Yes

No

3. What is your sales environment? (i.e., Where do you sell licenses from?)

Retail store open to the general public

From a home or private office

From a boat

Other, please explain:

4. Do you sell licenses from more than 1 location in your facility?

Yes

No

5. Does your facility sell licenses 12 months out of the year?

Yes

No, month(s) closed: _____

6. When are your peak sales periods?

Hours of the Day: _____

Days of the week: _____

Month(s): _____

7. Approximately how many licenses do you sell in your peak hour?

Comments:

Please return by mail, fax or email (scan) to 1740 N. Market Blvd. Sacramento CA 95814;

(916) 419-7587 or CCavness@dfg.ca.gov

Due by February 28, 2007